



***Sample what the Sierra Nevada has to offer...***  
**Bijou Community Park, South Lake Tahoe, CA**  
**Saturday, September 14th 2018**

**FARMER/PRODUCER OPPORTUNITIES**

*Why sign up to be a Sample the Sierra Vendor?*

- Showcase your business to more than 1,500 event attendees.
  - Reinforce loyalty with current relationships and find new quality business partners from the Sierra Nevada region.
  - Gain national media exposure from renowned publications such as Huffington Post, CNN Travel, the LATimes, the NY Times and Washington Post.
- In 2018, Sample the Sierra generated over 6 million media impressions valued at **\$542,474** including:
- 3.4M impressions generated by online advertising and content
  - 263K impressions generated by Tahoe South's digital outdoor campaign
  - 303K impressions generated by print advertising and content
  - 208K impressions generated by social media
  - 1.9M impressions generated by radio ads and content

**IN EXCHANGE FOR YOUR DONATION**

- Sample the Sierra will pay you a stipend of \$300
- You will be paired with a local Chef from the Sierra Nevada region to highlight your products in their food tasting samples during the event.
- Your business name will be listed on [www.SampletheSierra.com](http://www.SampletheSierra.com) with a link back to your website.
- Your business name will be listed on festival banners and collateral to better increase visibility for your business.
- You will receive 4 (\$160 Value) full tasting tickets for your use during the festival.
- As a participating business there are numerous opportunities to be featured in press releases, newspaper articles, and radio spots.

***Sample the Sierra***  
***aims to increase the awareness of our region's bounty,***  
***heritage, culture and activities.***



# Grower/Producer Participation Form

10th Annual Sample the Sierra –Farm to Fork Festival  
Saturday, September 14th, 12pm-5pm (tasting ends at 4pm)  
Bijou Community Park

**PARTICIPATION CONFIRMATION MUST BE POST MARKED BY JULY 12, 2019: Address attention to: Emily Abernathy**

**\*Mail to: PO Box 7139 Stateline, NV 89449 Fax to: 775.588.1941**

**\*Phone: 775.588.1728 ext. 303**

**\*Email to: [Emily@tahoechamber.org](mailto:Emily@tahoechamber.org)**

**Contact Name:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_



**I am a (mark all that apply):**

Farmer (produce, meats, etc.): \_\_\_\_\_ Producer (olive oil, spices, jams, etc.): \_\_\_\_\_

**As a donating business we will need you to provide enough products to be highlighted in about 1500 food tasting samples. Please list what types of products you think you will have available to donate in that quantity:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**If you have a preferred Restaurant or Chef that you would like to donate to, please list below:**

\_\_\_\_\_  
\_\_\_\_\_

**There are opportunities for participating businesses to be featured on radio, TV, and in print articles. Please let us know if you are interested in (Check all that apply):**

Radio or TV interviews.

Providing testimonial about your business for print articles.

**Sample the Sierra has several ancillary events during this weekend. Please let us know if you are interested in hosting a tour or demonstration on your property/shop during the holiday weekend in conjunction with Sample the Sierra. Please tell us what type of tour, preferable tour time, and if you would like to charge an entrance fee or not (proceeds go to you):**

\_\_\_\_\_  
\_\_\_\_\_

**Print Name**

**Applicant Signature & Date**